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REPORT
OF THE FIRST MEETING OF THE COMMITTEE OF
GOVERNMENT TOURISM EXPERTS

Kinshasa (Zaire), 18-20 November 1987

A. ORGANIZATION

1. At the invitation of the Executive Council of the Republic of Zaire, the First meeting of the Committee of Government Tourism Experts, was held from 18 to 20 November 1987 in Kinshasa (Republic of Zaire)

B. PARTICIPATION

2. The representatives of the following member States of the United Nations Economic Commission for Africa were represented: Algeria, Angola, Benin, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Congo, Cote d'Ivoire, Egypt, Ethiopia (People's Democratic Republic of), Gabon, Ghana, Guinea, Kenya, Madagascar, Mali, Mauritania, Morocco, Nigeria, Rwanda, Senegal, Sudan, Tanzania, Togo, Tunisia, Uganda, Zaire, Zambia and Zimbabwe.

3. The following Specialized Agencies and Institutions of the United Nations, Inter-governmental Organizations and International Professional Associations of Tourism were also represented as Observers: United Nations Development Programme (UNDP), International Labour Organization (ILO), World Tourism Organization (WTO), United Nations Centre on Transnational Corporations (UNCTC), Great Lakes Economic Community (CEPGL), Union of African Railways (UAR), European Economic Community (EEC), African Travel Association (ATA), as well as Travel Consultants International (TCI), The National Union of Travel Agencies, of Senegal and the SNPG of Senegal.

C. OPENING OF THE MEETING

4. The General Secretary of the Department of Culture, Arts and Tourism first welcomed the participants and stated that it was an honour for Zaire to host this first Conference of African Ministers of Tourism, which was a follow up to the Regional Conference on Intra-African Cooperation in Tourism, held in Niamey in 1984. He described tourism as an industry that offers great promises for the future of the fragile economies of our continent as well as for the mutual coming together of African peoples.

5. He indicated that in accepting to host this conference, the Executive Council of the Republic of Zaire had shown proof of its determination to effectively contribute to the development of African cooperation in tourism.

6. The Chief of the Division of Transport, Communications and Tourism of the ECA, speaking on behalf of the ECA Executive Secretary and on his own behalf thanked the Executive Council, and in particular the Department of Culture, Arts and Tourism for having accepted to host the first Conference of African Ministers of Tourism.

7. He stated that economic integration is one of the major tasks of the ECA and such integration could only be effected if mankind got to know and understand one another.

8. He further indicated that properly organized tourism could be a valuable source of financial resources, particularly foreign exchange and that measures ought to be taken to strengthen Africa's capacity to mobilize foreign exchange

earnings through tourism activities. In the absence of measures to harmonize activities and coordinate efforts, the deplorable situation which prevails today will always persist.

9. In conclusion, he wished the participants every success and expressed the hope that the Experts will put before the Ministers, concrete proposals that could be codified in a Kinshasa declaration on tourism in Africa.

10. The State Commissioner for Tourism then declared open, the meeting of experts responsible for preparing the first Conference of African Ministers of Tourism.

D. ACCOUNT OF PROCEEDINGS

Election of the Bureau (Agenda item 2)

11. The meeting elected the following Bureau:

Chairman	:	Zaire
1st Vice-Chairman	:	Algeria
2nd Vice-Chairman	:	Zimbabwe
1st Rapporteur	:	Togo
2nd Rapporteur	:	Ghana

Adoption of the Agenda and organization of work (Agenda item 3)

12. In the absence of the documents that the EEC has promised, the meeting adopted the agenda prepared by the ECA, and substituted in the place of agenda item 7, a new item entitled "Obstacles to the development of tourism in Africa and measures for eliminating them". Item 8 was replaced by "Joint Promotion of African Tourism" and was presented by the African Travel Association. The meeting then adopted the following agenda:

1. Opening Session
2. Election of officers
3. Adoption of the Agenda and organization of work
4. Report on ECA's activities in the field of tourism since the Niamey Conference on intra-African tourism co-operation
5. Report on the joint promotion of tourism and tourism circuits
6. Report on the establishment of an African tourism association
7. Factors Slowing Development of Tourism in Africa
8. Joint Promotion of African Tourism
9. Report on the establishment of an African tourism fair
10. Report on hotel management and the activities of transnational hotel management corporation in Africa

11. Report of the United Nations Centre on Transnational Corporations on its tourism activities
12. Report on hotel management contracts, submitted by the UN centre on Transnational Corporations
13. Report on hotel management and productivity in africa, submitted by ILO
14. Report on vocational training in tourism related professions in Africa
15. Venue of the second meeting of the Conference of African Ministers of Tourism
16. Any other business
17. Consideration of draft resolutions
18. Adoption of the report of the meeting to be submitted to the Conference of African Ministers of Tourism.
13. The meeting adopted the following work programme:

Morning:	9.00 am	-	2.00 pm
Afternoon:	4.00 am	-	6.00 pm

All the sessions were held in plenary and none in working committees. This was to avoid problems that could arise in the representation of each delegation in all the committees initially envisaged.

Report on ECA's activities in the field of tourism since the Niamey Conference on Intra-African Tourism Cooperation (Agenda item 4)

14. Introducing this agenda item, a member of the Secretariat informed participants that the ECA had developed its activities in relation to subregional organizations for cooperation and international organizations, with a view to achieving improved co-ordination of tourism activities in Africa and more effective utilization of available resources. With regard to African organizations, its objectives were aimed primarily at getting them to strengthen their tourism activities and sometimes such measures have resulted in the development of specific tourism oriented programmes as part of their regular activities.

15. Participants were also informed that following a working arrangement with the WTO, the ECA was on the verge of creating a joint "tourism" unit in collaboration with the ILO, with a view to sharing the resources these two agencies can mobilize as well as to harmonize their programmes in Africa. Starting next year, the ECA in collaboration with the United Nations Centre on Transnational Corporations, will organize a series of seminars on negotiation techniques and monitoring of contracts with transnational hotel management chains.

16. With the approval of its member States, the ECA intends to orientate its future role in the field of tourism towards operational activities in professional training, marketing and promotion of African tourism products and finally, facilitation of travel and tour circuits in Africa.

17. Furthermore, ECA pursued its research and training programmes and developed the studies necessary for the holding of the first meeting of the Conference of African Ministers of Tourism, as well as the preparation of two directories: one on training resources and the other on tourism experts in Africa.

18. In the ensuing discussions clarifications were given on the studies undertaken by the ECA. Having viewed all the necessary information, the meeting took note of the report as presented.

Report on the joint promotion of tourism and tourism circuits (Agenda item 5)

19. The document presented by the ECA, highlighted activities which should be jointly undertaken with a view to developing tourism and tourism circuits in Africa.

20. Intra-African tourism has indeed been faced with several economic, political and social constraints. Its development requires effective cooperation among African States within the respective subregions and necessitates the establishment of harmony and cooperation, the adaptation of the tourism supply to potential demand and the introduction of adequate transport facilities.

21. Specific measures must also be taken in order to develop intra-regional tourism, such as simplification of immigration formalities at borders and the application of special promotional fares.

22. In this regard, it is therefore necessary for African countries to design effective plans and formulas for the promotion of intra-regional products.

23. The creation of subregional circuits is also of great importance for intra-regional cooperation. This would necessitate the survey, definition and development of the tourism products, organized jointly by the States within the same subregion.

24. The creation of inter-State circuits necessitates the development of adequate structures and agencies at both regional and subregional levels, and in particular the creation of subregional Committees for the promotion and marketing of the subregional tourist product.

25. In the discussions that followed delegates expressed their appreciation of the document which ECA prepared on promotion of African tourism and tourism circuits. A good number of delegates agreed that there is a need for African countries to combine their efforts in promoting tourism but a meaningful promotion can only be achieved if issues such as tourism facilities and staff training are harmonised. It was proposed that the approach should be international and the year 1988 or 1989 should be declared a year of African

tourism. With regards to the establishment of subregional committees or structures, many participants felt that efforts should first be made to strengthen the existing ones since some of them are not functioning properly because of lack of funds.

26. It was also generally accepted that little efforts have been made to analyse the African tourism market especially with regards to the flow of tourists including their needs and requirements. One delegate specifically pointed out that the ECA report on tourism circuits did not mention anything on tourist countries along the River Nile although the river is one of the biggest tourism attractions in Africa. He said also that the river is a model of multinational co-operation taking into consideration co-operation arrangements like the existing one between Sudan and Egypt. He further informed the meeting that efforts are in progress to study the Mecca traffic for the purpose of making Egypt a stopping place for pilgrims to or from Mecca.

27. Participants were of the opinion that tourism supporting organizations such as hotels and transport organizations, should attend future meetings to facilitate a better understanding of the problems which the tourism industry is facing. The meeting agreed that there are many difficulties associated with movements of people including administrative barriers, which can be solved only if competent organizations dealing with such matters participate in the decision making process.

28. Some delegates said that they respect the fact that various Member States have different priorities in their sectoral developments, but efforts should be given to develop air transport and general communications so as to facilitate the development of tourism.

29. In responding to the various interventions a representative of the Secretariat informed the meeting that all points raised by various delegates were very relevant. Regarding the composition of delegations attending future meetings he recommended that once a Ministry dealing with tourism receives an invitation to participate in a meeting, consultations on participation should be done with relevant organizations at national level. He further reminded the meeting that preparations for this meeting were done in Niamey and since then the UN General Assembly had accepted the Conference as a subsidiary organ of the ECA. It is now up to the experts to advise the Ministers on how frequently the conference should be held. He urged the meeting to look into harmonization between the Conference of Ministers and other relevant organs. He underscored the importance ECA has always attached to the development of air transport in Africa and said that tourism will benefit from the efforts of a special committee which is already working on solutions to problems affecting the granting of fifth freedom of the air, in accordance with the Mbabane Declaration of 1984.

30. Concerning the frequency of the conference, one delegate proposed that it should be held every two years. Another delegate informed the meeting that the most typical example of how tourism can be promoted is that of the West African Association of National Tourism Administrations (WAANTA) in the West African sub-region. He urged ECA to carry out studies that can produce similar results and hoped that the ECA would assist subregional structures in order to develop their activities in the tourism sector.

31. The meeting discussed the setting up of tourism marketing and promotional structures and one delegate proposed that ECA should be given all the necessary support and assistance to facilitate the creation of such structures. It was noted also that there are countries in Africa to learn from on matters regarding marketing of tourism, and some delegates felt that there is no need to create new conventions since the existing ones do not have the support they deserve. One delegate informed the meeting that the more important elements to be given consideration for the development of tourism include, carrying out an inventory of what is available, the development of transport, tourism infrastructures and superstructures, and the promotion of public awareness.

32. In conclusion the meeting agreed that emphasis should be put on supporting existing structures rather than the creation of new ones. It was also resolved that priority should be given to joint promotion of tourism at bilateral and multilateral levels.

Report on the creation of an African Association of Tourism (Agenda item 6)

33. Presenting this document, a member of the Secretariat outlined the background to the project, then defined the mandate of the African Association of Tourism whose creation is in line with the ideals of the joint promotion of African tourism. Since the Association aims at creating the best conditions for developing and promoting tourism, it is absolutely necessary that all interested entities, namely: States which provide motivation and establish relevant infrastructures, state owned or private enterprises which benefit from the economic proceeds from this industry, as well as professional operators in the transport, hotel and tourism sectors which provide services and benefit from their activities, should be entitled to full membership, in accordance with conditions to be defined subsequently.

34. The Association created under the auspices of the States will be a subsidiary organ of the Conference of African Ministers of Tourism. It could have sub-regional or national sections, as well as professional branches. It will have a private legal status and membership is on a voluntary basis.

35. One delegate recalled that the creation of the African Tourism Association had been proposed in Niamey, but that in the interim, IHA and the transnationals had established an African IHA branch, after the holding of the Regional Convention for African Hoteliers in Abidjan, so as to thwart the project of the African States. The delegate felt that the creation of this African branch of the IHA, independently of the African Tourism Association, should not be accepted. In the ensuing discussions, the general consensus was that priority should be given to the African project and that if the proposal is acceptable, the other association could become its professional branch - "The Hotel Industry", which would come directly under the control of the States, through the intermediary of the Conference of Ministers.

36. Some delegate requested the ECA to clarify the financial implications involved in the setting up of the proposed association, in view of the economic crisis many African countries are currently facing. Other delegates questioned what control the association would have on private operators who may utilize

its functioning to the detriment of the NTA's, which would always be in the minority when decisions are to be made. Some delegates in their view, stressed the need to have a mechanism which would enable professionals to participate actively in the decision making process, in all matters relating to the development of tourism in Africa. Furthermore, emphasis was also put on the fact that since the Association's members will be products of the existing national structures, the NTAs will always have the possibility of playing their role.

37. One observer drew the attention of the meeting to the possibility of the association being an unnecessary duplication of ATA, but this was disputed by participants on the grounds that the association under discussion is an indigenous African Association which would be free from foreign influence. Several delegates repeatedly pressed to find out how the Association would differ from the regional IHA. It was explained that the latter had no relations with the proposed African project. A number of delegates were of the opinion that priority should be given to setting up national associations, to be followed by subregional bodies before a regional association can be formed. However, the majority preferred to create the regional structure which would activate the others. In this regard, it was decided that if the association is to be regional in character, then a likely solution is to create it under the auspices of the ECA, as a subsidiary organ of the Conference of African Ministers of Tourism. The Zimbabwe delegation after having expressed its support for the Niamey decision, declared that his country would provide hospitality for the Regional IHA Convention, but that would not imply its support for this structure. Some delegations recalled the success achieved by PATA and other similar associations which succeeded in creating tourism destinations from the regions in which they are established. Such organizations group together the NTAs and professional associations. It was also indicated that when the Association is eventually created, the ECA should take into account the observations made by various delegates.

38. The meeting decided in favour of the formation of the association and authorised ECA to look into problems relating to its functioning, especially the extent to which private companies may affect its functioning, the existence and viability of national associations, as well as the relations between it and other existing associations such as African Travel Association (ATA). The meeting further stressed the fact that since the African Tourism Association would be the product of African States, it should have priority over every other organization whose headquarters are located outside Africa or which are of foreign origin.

Factors Slowing Development of Tourism in Africa - Measures to overcome them.
(Agenda item 7)

39. In introducing this document the representative of WTO informed the meeting that the results of tourism development in Africa are not satisfactory. The region's share in world tourism is disproportionately small in relation to its attractions, territory and human resources. A good deal of international tourism revenue is lost because of foreign exchange leakages.

40. The underlying reasons for the difficulties of Africa's tourism sector is underdevelopment and the economic crisis related to the current economic

order. In most cases the African tourism sector cannot develop in the absence of infrastructure and support industries, as well as the lack of the corresponding priority which should be accorded to this sector in Government policy and development strategies.

41. The region's natural resources need to be preserved and protected as priority attraction and the basis for the present and future development of the tourism sector.

42. He indicated that the African tourist product must be developed and improved through quality control, strict security and safety standards, education and training, and facilitation of travel. In its forthcoming work programme, WTO is prepared to assist African States in solving their problems in this respect but it needs the necessary support and participation from all quarters.

43. Finally, he said that WTO supports a regional approach to pending issues of tourism development in Africa including relationship with foreign-based operators, liberalization of trade and tourism promotion. The existing economic groupings and their mechanisms for tourism cooperation should increasingly be used to this end. Due attention should be paid to the private sector which should be encouraged to fully play its role and organize at national, subregional and regional levels.

44. After the representative of the WTO had presented the document, a participant observed that African tourism is affected by both positive and negative factors: the positive factor being the availability of tourist attractions in Africa, but unfortunately, some countries have not yet defined adequate strategies to develop and promote them; whilst the negative factor is the destruction of the environment by foreign tourists. Another aspect of this factor is the negative role played by foreign promoters, whose ambitions do not very often correspond with those of Africa. He therefore suggested that a study be undertaken to define a tourism strategy in Africa.

45. Following these discussions, it was agreed that the document should be considered primarily as an information document relating to: problems affecting the development of tourism in Africa, measures to eliminate them and the readiness of the WTO to help African countries in promoting and establishing cooperation in the tourism sector.

46. While commending WTO for its willingness to provide assistance, the meeting drew its attention to the need to coordinate its activities with ECA and to take into account both national and international tourism.

Joint Promotion of African Tourism (Agenda item 8)

47. The Executive Director of the Africa Travel Association (ATA) in presenting this item emphasized that African nations were obliged to cooperate and pool their resources in order to launch sensible and tangible promotional campaigns in the tourist generating markets.

48. In giving a brief history of ATA he said that, established in 1975, the African Travel Association (ATA) is a nonprofit and nonpolitical, organization, whose primary objective is to promote the tourist attractions of the continent of Africa to the travel industry in North America and educate all interested travel agents, planners and operators about the products and services offered by the travel and tourism industry in Africa. To this end, the Association organizes for the benefit of its members, an Annual Congress and Trade Show at a selected African destination thereby providing the unique opportunity for first-hand information and personal experience.

49. He indicated also that this Association is prepared to work for all of Africa, but to succeed, it must have the full support and cooperation of everyone concerned including that of the Organization of African Unity and the Economic Commission for Africa.

50. He therefore requested this meeting to recommend to the Conference of Ministers that ATA be formally and officially recognized by all the African countries as an Association engaged in the promotion of tourism on behalf of Africa in North America; that African Countries be encouraged to enrol as members of ATA and participate in its promotional activities more directly; that ECA, be requested to provide assistance both material and financial to ATA, and that the management of ATA provide all assistance to ECA in the latter's effort to carry out its mandate relative to the development and promotion of African Tourism.

51. The document presented did not give rise to any discussion since it was only a point of information. However, participants duly took note of the information communicated.

Report on the creation of an African tourism fair (Agenda item 9)

52. In introducing this agenda item, a member of the Secretariat described the creation of an African tourism fair as one of the means of strengthening Pan-African cooperation in tourism, as well as the joint promotion of the African tourist product.

53. This event which will be organized annually will be on a rotational basis, will be aimed at:

- presenting all aspects of the African tourist product, its diversities and its unifying aspects, within its natural environment;
- promoting a tourism image of African states in the various regions, in conformity with their authentic aspects and in keeping with the wishes of African States;
- promoting intra-African cooperation and collaboration in tourism; improving the knowledge Africans have of their continent and the available tourism resources as well as facilitating the creation of inter-State African circuits;

- encouraging foreign tourism operators to make on site visits to the locations where the tourism product is available and establish just and equitable relations of cooperation with all their African partners.

54. Financing will be requested from various sources including the EEC, within the context of the Lome III Convention.

55. In the discussions that followed many delegates sounded their appreciation of the idea of having an African tourism fair as proposed by ECA. Several problems associated with its formation and existence were discussed at length by the participants. These included the problems of logistics in participation in the fair; how it should be formed and the ministries responsible for its formation and organisation; the timing of its formation in relation to the proposed tourism association; its feasibility; mobilisation of resources for its operations and how frequently it should be held; its location and the impact it will have on the tourism industry. Some delegates felt that in view of the questions that were raised, ECA should study the matter in more detail and report on the issue at the next conference but this was found unsuitable.

56. The meeting finally accepted the idea of having the fair as proposed by ECA, despite the problems that may exist with regards to its successful implementation. Regarding its frequency, the meeting recommended that it should be held every two years in order to coincide with the Conference of African Ministers of Tourism. The meeting therefore, recommended that the first fair should be held in the year 1989, which is already proposed as the African Tourism year.

57. The meeting authorized ECA to contact African governments, ACP, EEC, WTO and other relevant organizations on modalities for the arrangements of the fair as proposed. With regard to the execution of the project, the ECA was requested to collaborate with competent authorities in Member States.

Report on hotel management and the activities of transnational hotel management corporation in Africa (Agenda item 10)

58. This report presented by the ECA, analyses the content of management and other types of contracts between hotel owners and transnational hotel managements corporations. On site visits to west Africa by an expert made it possible to have a first hand view of the functioning of these agreements.

59. Detailed analysis of hotel operations in Africa revealed that anticipated results are not attained and hotel chains have exorbitant profits in relation to the services they provide. Thus, in order to allow proprietors to benefit more from this cooperation, it is recommended that specific requirements for all activities which should benefit from assistance from transnational corporations should be clearly defined. Managers must be adequately skilled in their respective areas, not only in encouraging tourist flows and in ensuring high levels of maintenance in the hotel, but also in affecting transfer of technology and systematic and organized monitoring at all levels; so that

the provisions of the contract are strictly adhered to. The report further suggested that particular attention be paid to the duration and validity of contracts, as well as the effective participation of the hotel in the promotion of the host country's tourism image.

Report of the United Nations Centre on transnational Corporations on its tourism activities (Agenda item 11) and

Report on hotel management contracts, submitted by the UN centre on Transnational Corporations (Agenda item 12)

60. In introducing these two agenda items the Representative of the United Nations Centre on Transnational Corporations highlighted major deficiencies in the negotiation of Hotel Management contracts between TNCs and African countries.

61. Firstly, there existed a general lack of specificity as to the precise role and scope of services required from the TNCs, as well as a failure to take into account services the country is capable of providing on its own.

62. Secondly, consideration must be given to the benefits that African countries derive from Hotel Management Contracts, with specific reference to the criteria and structures applied in determining management fees. Emphasis must be put on the need for African countries to adopt a "basic management fee" policy based on performance; to maximize the use of local goods and services; as well as to ensure that nationals are adequately trained to eventually take over the management of the hotel within a specified period of time.

63. With regard to the execution and monitoring of management contracts in Africa, it must be ensured that the owners enjoy effective control on policy and budgetary matters. Flexibility must be applied to termination clauses and the duration of contract must be fixed for much shorter periods than has always been the case in the past.

64. In view of their relative handicap in negotiating management contracts with experienced international negotiators, African countries should cooperate by exchanging information on International hotel chains and various categories of contracts.

65. Finally information was provided on the UNCTC Programme of Technical Assistance to developing countries in the negotiation of contracts with TNCs, as well as on the proposed UNCTC/ECA African Regional Programme which will centre its activities on the following two areas: assistance in drafting and monitoring of contracts; organization of specialized workshops and seminars for training African officials involved in negotiations with international hotel chains.

66. In the discussions that followed, many delegates said that the documents had highlighted the main problems their countries are facing with transnationals.

67. Many delegates briefly explained their problems and felt that international organizations should help in the preparation of contracts. Some delegates felt that co-operation among African countries in dealing with transnationals is inadequate and should be stepped up for the purposes of avoiding some serious mistakes, especially in the negotiation of hotel management contracts. In this regard, countries of North Africa were singled out as being well placed to provide such assistance to other African countries, although South of the Sahara, some countries already have some experience in the matter. The ECA should strive to mobilize such experiences in favour of member States and to strengthen intra-African cooperation in this sector.

68. The meeting recommended that ECA should liaise with other UN and international organizations and draft a standard contract on hotel management. It was also recommended that African countries should share as much experience as possible among themselves on matters of hotel management, contracting and other related issues.

Report on hotel management and productivity in Africa (Agenda item 13)

Report on Vocational Training in tourism related professions in Africa (Agenda item 14)

69. These two agenda items were presented by the representative of the ILO.

In introducing the first document, he particularly highlighted problems relating to: classification of hotels, investments in the hotel sector, sales promotion among both State owned and private establishments, maintenance, purchasing and supplies, training, categories of management contracts and productivity.

70. Concerning investments, he indicated that if the interest rate exceeded 8 per cent, debt reimbursements become very difficult. He suggested that small and medium scale enterprises should come together to undertake joint activities of promotion, create maintenance stations which could play a counselling role by defining equipment to be acquired and training programmes. He also suggested that the States should make adequate diagnosis before deciding in favour of management contracts with transnational corporations.

71. With regard to training, he first indicated that the document presented was the result of a joint ECA/ILO cooperation. He highlighted the technical outline on the joint ECA/ILO project which aims at providing further training for trainers at all levels of responsibilities, improving operational results and financial profits by upgrading services and by establishing an intra-African mechanism of cooperation for pooling pedagogical material and expertise.

72. He then went on to enumerate the expected outputs of the project. He observed that the contribution of countries hosting training courses, workshops and seminars could be evaluated in terms of logistic support and the coordination of the seminar.

73. A representative of the ECA draw the attention of the meeting to the role of the ECA and its strategy for training as contained in document TRANSCOM/TRU/CMT.1/3, entitled "Human resource needs and the training of qualified personnel for tourism related professions in Africa." He also pointed out that the above mentioned project had been based on the results of the studies undertaken.

74. Participants then exchanged views on their various experiences and their national training facilities. The representative of Egypt indicated that his country is ready to admit African students in their institute and that funds for Assistance to African countries have been envisaged. The delegate from Algeria indicated that his country's centre already has more than 200 African trainees. The delegate of Ghana indicated that his country is ready to put its centre at the disposal of all West African English speaking countries.

75. The participants were unanimous on the importance of training for the development of tourism and observed that problems still existed in the recognition of African diplomas by some chains which set their own standards, thereby creating employment problems.

76. The meeting requested ECA to contact existing institutions, evaluate them and investigate the possibility of transforming some of them into subregional centres. The ECA was also requested to organize training seminars with the ILO, and assist the CEPGL. It was further suggested that training structures should also be envisaged for guides and interpreters. The meeting then adopted the ECA/ILO training project.

77. During the discussions, participants were informed of the new WTO training policy and programme, as well as of ILO's activities.

Venue of the Second Meeting of the Conference of African Ministers of Tourism
(Agenda item 15)

78. Guinea offered to host the Second Meeting of the Conference of African Ministers of Tourism and the proposal was accepted by the Meeting.

Any other Business (Agenda item 16)

79. The ECA informed the Meeting that a seminar on the collection, analysis and presentation of tourism statistics was held in Addis Ababa from 8 to 12 December 1986 and recommended that the Conference of Ministers adopt the conclusions of the seminar.

80. At the proposal of the Moroccan delegation, the following recommendations were adopted by the Meeting:

1. Establish a mechanism for effecting exchange of information on organization, legislation and management in the tourism sector.
2. Encourage the individual initiatives of private national and foreign promoters by granting tax incentives and loans for tourism investments.

3. Ensure that African States take all necessary measures, to encourage national airlines to extend their services to other African destinations, apart from those they are already serving, by offering regular or charter flights.

4. Harmonize employment standards of tourism establishments with regard to quality, as stipulated by law.

81. In the debate that followed the presentation of the document presented by the representative of Africa Travel Association (ATA), some delegations explained their relations with this body and invited other countries to become members of this Association. The ECA was also requested to strengthen its collaboration with ATA.

82. Furthermore, the ECA was requested to establish an Association of African Tourism Experts and Egypt offered to host its Secretariat.

83. Several delegations stressed the importance of air transport for the development of tourism in Africa and expressed the desire for a study to be done on transportation and travel costs.

84. The Representative of the United Nations Centre on Transnational Corporation, once again expressed the readiness of his organization to assist African countries in the negotiation and monitoring of the execution of Hotel Management contracts.

Consideration of draft recommendation and adoption of the report (Agenda item 17 and 18)

85. After some amendments proposed by various delegations the Meeting adopted its Report, Recommendations and the "Kinshasa Declaration on Tourism".

86. The meeting came to a close after the Chairman (Zaire) and the ECA representative had congratulated participants for the work done.

TOURISM PROMOTION

The Committee of Government Tourism Experts meeting in Kinshasa (Zaire) from 18 to 20 November 1987,

Conscious of the contribution that tourism could make to the economic, social, cultural and political development of African peoples,

Reaffirming the importance and need to pursue and strengthen the policy of collaboration at all levels, with a view to harmonising and enhancing the effectiveness of all activities aimed at developing Tourism in Africa, as well as maximizing the use of available resources,

Affirming the need to integrate the tourism sector in the overall developmental process in Africa based on the genuine desire of member States to cooperate in the harmonization of their policies and measures aimed at facilitating travel and tourism,

Noting with satisfaction the progress made in this sector since the regional conference on intra-African cooperation in tourism, as well as the dynamic role played by the ECA in intra-African consultations on tourism and the development of the initial mechanisms for intra-African cooperation,

Commending the quality of reports presented by the ECA on its own or in collaboration with other international organizations or institutions,

1. Reaffirms the need to develop intra-African tourism as a component of the African policy on the economic, social, cultural and political integration of the continent and as a determining factor of development;
2. Encourages the development of mechanisms and programmes for cooperation, in particular activities for the joint promotion of the African Tourism product and the creation of Inter-State circuits;
3. Recommends that the ECAs:
 - (a) Pursues its cooperation with international organizations, particularly African intergovernmental organizations, with a view to developing their programmes relating to tourism as well as to mobilizing and coordinating available resources in order to maximize their efforts on the development of tourism in Africa;
 - (b) Undertakes a study on the tourism activities of subregional intergovernmental organizations in Africa, so as to reactivate such activities and provide them with appropriate technical assistance;
 - (c) Establishes in collaboration with competent intergovernmental organization, sub-regional programmes and structures for joint promotion of Inter-State tourism and tourism circuits, prior to the development of mechanisms for cooperation and promotion at regional level;

- (d) Pursues its activities aimed at creating inter-state circuits and assists Member States to establish them;
- (e) Create the African association of tourism and take appropriate measures to ensure the establishment of this mechanism;
- (f) Proclaims 1989 "African Tourism Year" and ensures the coordination of the planned activities in collaboration with all competent national and international bodies;
- (g) Creates an "African Tourism Fair" to be organized annually in Africa and collaborates with the EEC, ACP and all competent authorities in the execution of this project;
- (h) Assists African States in setting up national professional tourism associations and provides technical support to other existing associations involved in the promotion of tourism in Africa.

HOTEL MANAGEMENT

The committee of Government Tourism Experts meeting in Kinshasa (Zaire), from 18 to 20 November 1987,

Having examined the reports presented by the ECA and the United Nations Centre on Transnational Corporations,

Noting that the intervention of transnational hotel management corporations does not offer African partners the benefits they should justly expect,

1. Reaffirms the need to provide more effective management of the African tourism product, for the benefit of African peoples;

2. Adopts the recommendations of the ECA and the United Nations Centre on Transnational Corporations;

3. Recommends that:

(a) the ECA, in collaboration with the United Nations Centre on Transnational Corporations and other competent international organizations, organizes training programmes relating to the negotiation and monitoring of the execution of contracts signed with transnational hotel management corporations, as well as a programme of technical assistance intended for African States and individuals, in the negotiation and monitoring of the execution of contracts signed with transnational hotel management corporations;

(b) the ECA, the United Nations Centre on Transnational Corporations and the ILO, collaborate, in drawing up a Model contract to be submitted as soon as possible, to member States for their appraisal.

DEVELOPMENT OF HUMAN RESOURCES

The Committee of Government Tourism experts meeting in Kinshasa (Zaire) from 18 to 20 November 1987,

Noting that professional training is an essential factor for the harmonious and effective development of tourism in Africa,

Noting with satisfaction the existence of avenues for professional training in Africa, even though they are far from adequate to cover the vast needs in human resources to meet the demands of tourism related professions,

Taking note of the willingness of States endowed with such resources to put them at the disposal of their African partners, within the framework of regional and subregional programmes,

1. Requests that in the mobilization of foreign resources, priority be given to projects involving several countries and whose viability is guaranteed not only by the needs of the subregion or region, but also by the political and financial commitments of their partners;

2. Recommends that the ECA

- (a) Undertakes necessary measures for financing the "Training" project it prepared in collaboration with the ILO;
- (b) Collaborates closely with the ILO, WTO and competent bodies operating in Africa, to

Coordinate their activities relating to professional training;

- (c) Updates and publishes at regular intervals, a Directory of training facilities for tourism related professions in Africa and that in this regard, African States should communicate all relevant information to the ECA.

KINSHASA DECLARATION ON TOURISM

1. We, the Ministers of Tourism of the Member States of the United Nations Economic Commission for Africa, meeting in Kinshasa (Republic of Zaire) at the invitation of the Executive Council of the Republic of Zaire from 21 to 22 November 1987 in the first session of Conference of African Ministers of Tourism established by resolution 567 (XXI) of the 13th Conference of Ministers of the ECA held in April 1986 in Yaounde (Republic of Cameroon) in accordance with the recommendations of the Regional Conference on Intra-African Cooperation in Tourism held in Niamey (Republic of Niger) from 2 to 6 October 1984;
2. Considering the need to mobilize all available development resources as recommended in the Lagos Plan of Action and Final Act of 1980, the Priority Programme on Economic Recovery in Africa, 1986 to 1990, adopted by the 20th Assembly of Heads of State and Government of the Organization of African Unity in 1985, as well as the United Nations Programme of Action for Economic Development and Recovery in Africa adopted by the United Nations General Assembly in June 1986;
3. Convinced that tourism is one of the key-factors in economic and social development and an effective tool for the mobilization of resources and also a factor for peace and good-will among peoples;
4. Convinced of the need to strengthen intra-African and international co-operation in the tourism sector;
5. Determined to ensure the contribution of the tourism sector to all efforts aimed at the self-sustained endogenous development of our economies through the planning and implementation of an effective developmental policy in this sector;
6. Aware of the important role of the sub-regional, regional and international organizations concerned with the development of tourism in Africa;
7. Individually and collectively resolved to take all necessary measures to strengthen this intra-African and international cooperation in order to ensure the effective development and promotion of tourism resources on our continent, at national, subregional, regional and international levels;
8. Recommend to the Governments of our respective States to include tourism in the priority sectors of their national development plans and to provide all necessary means for its increased productivity;
9. Advocate that in the future, specific attention be given to the development of Intra-African tourism, a component of the general policy of African integration and cooperation;
10. Recommend to the Governments of our respective States to take appropriate measures to encourage competent African promoters and managers as well as the promotion of small and medium scale tourism enterprises;

11. Recommend that continued efforts be made for the development of methods of professional training in tourism related careers, that priority be given to the effective use of existing training resources within the context of intra-African cooperation, as well as to take concrete measures to develop human resources in this sector;
12. Recommend that existing institutions for sub-regional and regional economic integration, ensure that tourism projects are included in their priority projects and that comprehensive investment incentives are provided to promoters of tourism in Africa;
13. Encourage the ECA and other organizations involved in tourism activities in Africa to coordinate their activities and increase their cooperation with African States with a view to promoting a harmonious development of African tourism;
14. Appreciate the efforts made by the Executive Council of the Republic of Zaire which enabled the ECA to organize this first session of the Conference of African Ministers of Tourism, a Conference which will serve as an effective instrument for coordinating and strengthening intra-African cooperation in tourism.

Done in Kinshasa, on the 22 November 1987.

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